



Sample Pearson BTEC Set Assignment Brief

Single Part Assessment

Unit: Hospitality Business Enterprise

For use with:

Pearson International BTEC Level 3 qualifications in Hospitality

Certificate / Subsidiary Diploma / Foundation Diploma / Diploma / Extended Diploma (Unit 6)

Pearson International BTEC Level 3 Extended Diploma in Business and Hospitality

(Unit 21)

Advised Supervised Hours	10 hours
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For completion by the centre

Qualification (select as appropriate)	Hospitality / Business and Hospitality Certificate / Extended Certificate / Foundation Diploma / Diploma / Extended Diploma
Assessment Date	



Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

The Pearson Set Assignment should be carried out under supervised conditions. We advise that the Set Assignment be taken in more than one supervised session that total 10 hours.

The Set Assignment should not be shared with learners before the supervised session arranged by the centre. Teachers/tutors and invigilators should note that they are responsible for maintaining security of the assignment and associated materials.

Outcomes for Submission

Learners may submit handwritten or word-processed evidence. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must submit their own, independent work as detailed in the set assignment, together with notes prepared. Each learner must complete an authentication sheet.



Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully.

You will be asked to carry out specific written activities, under supervised conditions, using the information provided. You will be given more than one timetabled period to complete these activities including time to gather your research. You will need to use the research you have gathered, your knowledge of the unit content and the information provided in the Set Assignment.

Your research notes should:

- be individually and independently prepared by you
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

Set Assignment Information

You will need to complete the following activities:

- **Activity 1** – carry out independent research for the opening of a coffee shop
- **Activity 2** – produce a report that evaluates the opportunities and constraints faced in setting up a coffee shop in your locality
- **Activity 3** – produce of a financial forecast to evaluate the feasibility of the coffee shop over a 12-month period of development
- **Activity 4** – produce a business plan for the coffee shop.



Set Assignment

You must complete ALL activities

ACTIVITY 1

Independent Research Task

You are required to independently research:

You will need to carry out primary and secondary market research into opening a coffee shop in your locality. This will be used to write a report that evaluates the opportunities and constraints faced in setting up a coffee shop in your locality, produce financial forecasts to evaluate the feasibility of the coffee shop, and produce a business plan to seek financial investment.

This market research must include:

- Current market trends, marketing and media influences, global influences
- Gaps in the market and potential opportunities and demand for a coffee shop in your locality
- The likely target market, and their needs and wants
- The legal framework for a coffee shop
- Resources required to include sources of finance available to fund the opening of the coffee shop
- Financial information to include start-up and running costs, financial forecasts and a personal survival budget.

Your research and further knowledge will be used to complete the rest of this assessment.



ACTIVITY 2

Analysing and reviewing information

You are required to produce a comprehensive report that evaluates the opportunities and constraints faced in setting up a coffee shop in your locality. This must be supported by primary and secondary research and your own knowledge.

Your report must demonstrate:

- Your knowledge of the current market environment
- Sound use and application of business analysis tools (PESTLE, SWOT and competitor analysis).

This activity covers learning aim A:
A.P1, A.P2, A.M1, A.D1

ACTIVITY 3

Produce financial forecasts to evaluate the feasibility of the coffee shop

You are required to evaluate the financial feasibility of the coffee shop over a 12- month period of development.

This evaluation must be supported by:

- An identification of start-up costs and running costs
- Financial forecasts (sales forecast; cash flow forecast; projected profit or loss; break-even point; margin of safety)
- A personal survival budget

Suitable source(s) of finance for the coffee shop.

This activity covers learning aim B.
B.P3, B.P4, B.M2, B.D2



ACTIVITY 4

Produce business plan for the coffee shop

You are required to produce a realistic evaluative business plan to launch a coffee shop that shows the future vision of this enterprise.

This business plan must be suitable for use when seeking financial investment. This plan must be written under the following headings:

- Overview of the coffee shop
- Summary of the current market and competition in the locality
- Legal structure and operation
- Legal framework
- Summary of the physical, financial and human resources needed
- Meeting the needs of the target market
- Financial and Non-financial Key Performance Indicators (KPIs)
- Likelihood of success.

This activity covers learning aim C
C.P5, C.P6, C.M3, C.D3